



PERTH RADIO - SURVEY 7 2019

Share Movement (%) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	4.2	4.1	0.1	0.2	0.6	-0.4	0.7	1.0	-0.3	1.6	0.8	0.8	3.8	4.3	-0.5	8.4	7.4	1.0	6.5	6.9	-0.4
6PR	7.6	8.3	-0.7	3.0	4.2	-1.2	3.0	0.6	2.4	3.2	2.0	1.2	6.3	7.0	-0.7	7.2	11.5	-4.3	16.7	17.1	-0.4
MIX 94.5	11.3	10.9	0.4	7.9	11.0	-3.1	6.7	9.1	-2.4	9.8	8.5	1.3	17.8	15.7	2.1	16.1	17.6	-1.5	3.6	3.7	-0.1
HIT 92.9	10.7	9.3	1.4	19.8	18.8	1.0	28.6	27.3	1.3	20.1	17.7	2.4	7.9	6.4	1.5	4.5	3.2	1.3	1.6	0.3	1.3
96FM	11.9	12.7	-0.8	9.7	10.4	-0.7	6.5	10.8	-4.3	12.8	14.1	-1.3	17.8	18.5	-0.7	15.9	14.0	1.9	2.8	5.2	-2.4
NOVA93.7	13.3	13.5	-0.2	35.2	34.2	1.0	21.4	19.3	2.1	19.6	23.8	-4.2	13.3	12.3	1.0	8.6	6.7	1.9	1.3	1.0	0.3
ABC PER	7.2	7.0	0.2	2.7	2.6	0.1	2.8	2.4	0.4	1.2	1.3	-0.1	3.9	5.5	-1.6	10.6	8.2	2.4	17.2	15.9	1.3
6RN	1.7	1.8	-0.1	0.1	0.2	-0.1	0.1	0.2	-0.1	0.3	0.4	-0.1	1.3	1.2	0.1	2.2	3.0	-0.8	4.4	3.9	0.5
ABC NEWS	0.9	0.9	0.0	1.1	0.6	0.5	1.4	0.8	0.6	0.6	0.9	-0.3	0.6	0.4	0.2	0.6	1.1	-0.5	1.7	1.6	0.1
6JJJ	6.8	6.8	0.0	5.8	4.8	1.0	19.5	16.8	2.7	14.7	13.4	1.3	5.9	7.4	-1.5	2.5	3.1	-0.6	0.2	0.3	-0.1
ABC CLASSIC	3.3	3.4	-0.1	1.0	1.5	-0.5	0.6	1.7	-1.1	2.4	2.0	0.4	2.3	2.1	0.2	3.6	1.4	2.2	6.6	8.5	-1.9

Share Movement (%) by Session, P10+

Station	Mon-Fri			Breakfast			Morning			Afternoon			Drive			Evening			Weekend		
	Mon-Fri 5:30am-12mn			Mon-Fri 5:30am-9:00am			Mon-Fri 9:00am-12:00md			Mon-Fri 12:00md-4:00pm			Mon-Fri 4:00pm-7:00pm			Mon-Fri 7:00pm-12:00mn			Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
6IX	4.3	3.8	0.5	4.1	3.5	0.6	5.1	4.5	0.6	4.5	4.0	0.5	3.9	3.8	0.1	3.1	2.9	0.2	3.9	5.1	-1.2
6PR	7.9	8.4	-0.5	10.3	11.9	-1.6	6.7	6.9	-0.2	6.2	5.9	0.3	7.2	7.2	0.0	10.4	11.1	-0.7	6.7	8.1	-1.4
MIX 94.5	11.8	11.3	0.5	11.2	10.5	0.7	13.3	12.5	0.8	12.5	12.4	0.1	11.2	11.2	0.0	8.8	7.7	1.1	9.5	9.5	0.0
HIT 92.9	10.8	9.5	1.3	9.1	8.9	0.2	10.6	8.6	2.0	12.4	10.5	1.9	12.1	11.1	1.0	9.8	7.3	2.5	10.2	8.5	1.7
96FM	12.0	12.7	-0.7	9.5	9.3	0.2	15.3	15.9	-0.6	14.9	15.3	-0.4	8.9	11.8	-2.9	6.9	8.5	-1.6	11.6	12.6	-1.0
NOVA93.7	13.6	14.0	-0.4	14.4	14.6	-0.2	12.1	13.3	-1.2	14.0	14.5	-0.5	16.2	15.0	1.2	8.7	10.2	-1.5	12.0	11.5	0.5
ABC PER	7.1	6.9	0.2	10.9	10.4	0.5	4.8	4.7	0.1	4.4	4.2	0.2	5.4	5.0	0.4	14.0	14.4	-0.4	7.3	7.3	0.0
6RN	1.7	1.7	0.0	2.4	2.8	-0.4	1.3	1.3	0.0	1.1	1.0	0.1	1.8	1.4	0.4	2.1	2.0	0.1	2.0	2.0	0.0
ABC NEWS	0.8	0.8	0.0	1.0	1.0	0.0	0.5	0.3	0.2	0.3	0.4	-0.1	0.8	1.0	-0.2	3.3	3.0	0.3	1.1	1.1	0.0
6JJJ	6.9	6.8	0.1	7.1	6.7	0.4	5.6	5.3	0.3	6.7	6.9	-0.2	8.9	9.1	-0.2	6.6	7.1	-0.5	6.5	6.7	-0.2
ABC CLASSIC	3.1	3.2	-0.1	2.3	3.1	-0.8	3.4	3.3	0.1	2.9	2.9	0.0	3.8	3.7	0.1	4.5	3.7	0.8	3.9	3.8	0.1



PERTH RADIO - DAB+ STATIONS ONLY - SURVEY 7 2019

Cumulative Audience (000's) by Demographic, Mon-Sun 5.30am-12midnight

Station	People 10+			People 10-17			People 18-24			People 25-39			People 40-54			People 55-64			People 65+		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
96FM 80s	20	19	1	2	3	-1	1	1	0	3	2	-1	11	9	2	3	4	-1	*	*	*
96FM 90s	11	15	-4	5	6	-1	1	3	-2	2	4	-2	3	1	2	1	1	0	*	*	*
Coles Radio	21	30	-9	2	2	0	4	5	-1	7	8	-1	3	10	-7	4	4	0	1	1	0
HIT BUDDHA	13	17	-4	1	1	0	*	1	*	3	2	1	6	8	-2	*	1	*	2	4	-2
HIT EASY	18	16	2	1	2	-1	*	1	*	5	6	-1	6	4	2	5	2	3	2	2	0
HIT OLDSKOOL	30	38	-8	2	4	-2	1	1	0	12	12	0	10	15	-5	3	4	-1	1	2	-1
HIT URBAN	15	12	3	4	3	1	1	2	-1	8	5	3	2	1	1	*	*	*	*	*	*
Kinderling Kids	4	8	-4	1	2	-1	*	*	*	1	3	-2	1	3	-2	*	*	*	*	*	*
KIX DIGITAL	5	5	0	1	2	-1	*	*	*	*	*	*	3	3	0	*	*	*	2	1	1
MacquarieSportsRadio	2	1	1	1	*	*	*	*	*	*	*	*	*	1	*	2	*	*	*	*	*
MMM AUSSIE	2	2	0	*	*	*	*	*	*	1	*	*	1	1	0	*	1	*	*	*	*
MMM CLASSIC ROCK	18	19	-1	2	*	*	*	1	*	1	3	-2	7	8	-1	6	4	2	1	3	-2
MMM COUNTRY	3	6	-3	*	*	*	*	1	*	*	*	*	1	4	-3	*	*	*	2	1	1
My Perth Digital	13	10	3	3	3	0	2	*	*	3	4	-1	2	1	1	1	*	*	2	2	0
NTS News Talk Sport	1	*	*	*	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*	*	*
Smooth	34	43	-9	7	6	1	3	*	*	7	6	1	9	14	-5	6	9	-3	3	7	-4
X-All New All Hit	7	5	2	2	1	1	*	*	*	2	2	0	3	2	1	*	*	*	*	*	*
triple j Unearthed	14	17	-3	1	2	-1	3	3	0	8	9	-1	2	3	-1	*	*	*	*	*	*
ABC Country	6	4	2	2	2	0	*	*	*	1	2	-1	2	*	*	*	*	*	1	*	*
ABC Grandstand	20	26	-6	2	1	1	2	2	0	1	5	-4	5	6	-1	3	4	-1	7	8	-1
ABC Jazz	28	23	5	2	2	0	5	4	1	4	1	3	8	8	0	5	4	1	3	4	-1
ABC KIDS LISTEN	6	8	-2	2	2	0	1	1	0	3	5	-2	*	*	*	*	1	*	*	*	*
Double J	30	31	-1	3	5	-2	4	5	-1	6	6	0	15	12	3	3	3	0	*	1	*
Total Digital/Internet Only	267	268	-1	35	33	2	24	22	2	66	68	-2	76	78	-2	38	37	1	28	30	-2

Cumulative Audience (000's) by Session, P10+ [Potential: 1762]

Station	Mon-Fri 5:30am-12mn			Breakfast Mon-Fri 5:30am-9:00am			Morning Mon-Fri 9:00am-12:00md			Afternoon Mon-Fri 12:00md-4:00pm			Drive Mon-Fri 4:00pm-7:00pm			Evening Mon-Fri 7:00pm-12:00mn			Weekend Sat-Sun 5:30am-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
96FM 80s	12	12	0	6	3	3	4	3	1	5	6	-1	5	6	-1	3	3	0	13	7	6
96FM 90s	11	10	1	6	4	2	4	3	1	5	5	0	3	4	-1	*	*	*	2	6	-4
Coles Radio	14	20	-6	3	5	-2	5	8	-3	4	12	-8	7	5	2	4	2	2	11	15	-4
HIT BUDDHA	9	14	-5	2	4	-2	2	3	-1	3	8	-5	9	8	1	2	2	0	8	9	-1
HIT EASY	16	13	3	12	6	6	10	6	4	10	7	3	8	7	1	2	1	1	10	9	1
HIT OLDSKOOL	22	30	-8	12	12	0	9	12	-3	8	11	-3	13	18	-5	1	1	0	20	24	-4
HIT URBAN	12	9	3	6	7	-1	4	3	1	4	1	3	7	5	2	6	2	4	7	6	1
Kinderling Kids	3	6	-3	*	1	*	1	1	0	1	4	-3	1	3	-2	1	1	0	3	5	-2
KIX DIGITAL	5	4	1	2	3	-1	1	1	0	3	2	1	2	2	0	*	*	*	2	3	-1
MacquarieSportsRadio	2	1	1	2	*	*	*	1	*	2	1	1	2	*	*	*	*	*	2	1	1
MMM AUSSIE	2	2	0	*	*	*	1	*	*	1	2	-1	1	*	*	*	*	*	1	*	*
MMM CLASSIC ROCK	13	13	0	8	5	3	6	6	0	6	7	-1	8	9	-1	5	4	1	11	12	-1
MMM COUNTRY	2	1	1	*	*	*	2	1	1	1	1	0	*	*	*	*	*	*	2	6	-4
My Perth Digital	11	9	2	3	2	1	3	3	0	3	6	-3	6	5	1	3	1	2	6	4	2
NTS News Talk Sport	1	*	*	*	*	*	*	*	*	*	*	*	1	*	*	1	*	*	1	*	*
Smooth	28	37	-9	19	23	-4	15	16	-1	19	25	-6	21	25	-4	5	7	-2	24	28	-4
X-All New All Hit	7	5	2	2	2	0	2	2	0	3	1	2	4	3	1	2	2	0	3	2	1
triple j Unearthed	12	15	-3	4	7	-3	2	5	-3	8	6	2	7	9	-2	3	4	-1	6	7	-1
ABC Country	4	2	2	2	1	1	2	1	1	1	*	*	1	*	*	1	*	*	4	2	2
ABC Grandstand	9	15	-6	1	1	0	2	1	1	2	1	1	7	10	-3	6	12	-6	17	17	0
ABC Jazz	22	18	4	8	8	0	6	3	3	5	6	-1	8	11	-3	8	6	2	17	16	1
ABC KIDS LISTEN	5	6	-1	1	2	-1	1	2	-1	3	3	0	1	1	0	1	1	0	3	5	-2
Double J	23	27	-4	6	10	-4	13	10	3	9	12	-3	10	12	-2	1	2	-1	15	15	0
Total Digital/Internet Only	211	218	-7	101	97	4	86	86	0	101	111	-10	120	122	-2	53	50	3	175	173	2

Please note: BUDDHA HITS, EASY HITS, OLDSKOOL HITS, URBAN HITS changed to HIT BUDDHA, HIT EASY, HIT OLDSKOOL, HIT URBAN effective Sept 29.